DATA CONOMY

Our Properties

DATA CONOMY & **DATA NATIVES**
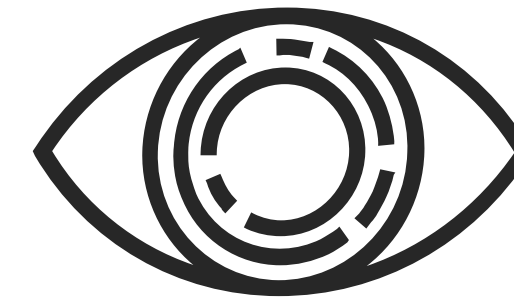
The media platform   The community

for the data-driven generation

Dataconomy Stats

— **Dataconomy Media** is Europe's leading media & events platform for the data-driven generation.

— **Data Natives** is Europe's biggest data science, AI, machine learning, and data enthusiast conference, which attracted 5,000+ attendees in 2022, and hosted talks from over 120 speakers.

We help pioneering brands share their success stories, host commentary from leading global experts in the field and connect them to our **vast network of entrepreneurs, researchers, and students.**

The Dataconomy website is home to commentary from industry-leading practitioners of all data-driven technologies, career guidance for aspiring scientists, and fascinating case studies from the companies on the **cutting edge of data science.**

The largest media portfolio focused on data-driven technologies

Large local Meetup communities across **50 cities** worldwide

Access to a pool of over **283,000+** data scientists and enthusiasts

Bespoke promotional campaigns including companies such as IBM, Softlayer, Cloudera, and Pyramid Analytics, among others

Dataconomy Stats

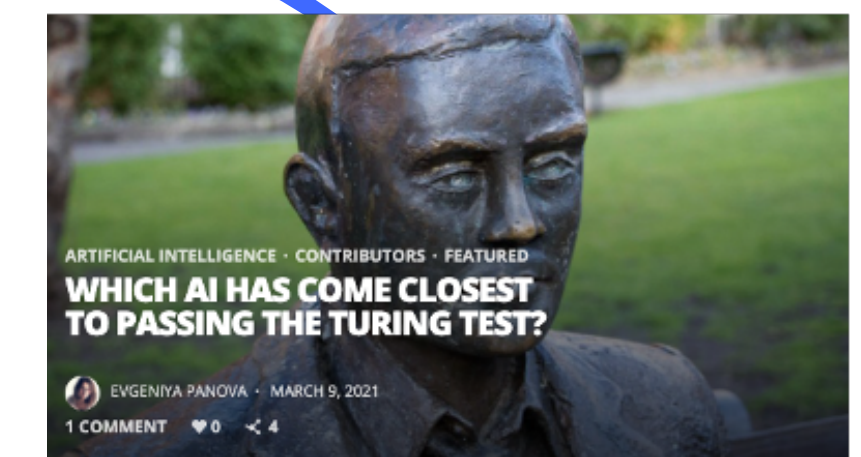With a widespread viewership across geographies, the Dataconomy brand has been:

— Ranked a top 50 data science brand (Onalytica)

— Onalytica named Stewart Rogers, Dataconomy's Editor-in-Chief, the leading journalist in its Who's Who in Automation 2021 and Who's Who in 2021 AI reports

— Dataconomy won the Corporate Vision Award - Best Data-Driven Media & Events Platform - Europe; Media Innovators of the Year 2021

— Ranked #9 in business intelligence (Onalytica)

The vision for the community is to provide insights, thought leadership content, and career guidance for the data-driven generation, and help innovative brands shore their success stories through relevant case studies.

Our leading article in **2021 reached over 1,1M readers**

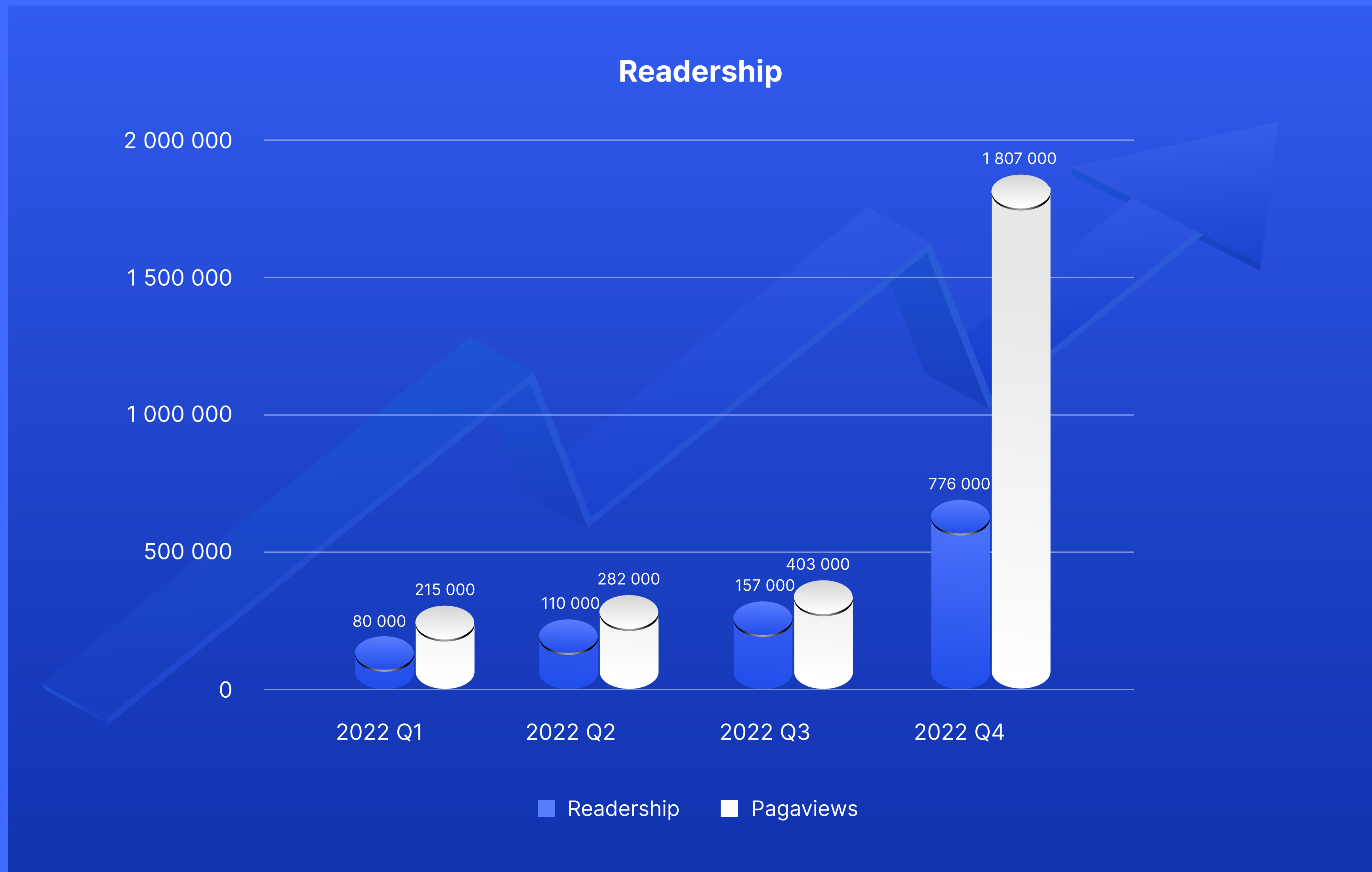Visitors from 215 countries read Dataconomy articles

We have a truly global readership and community, including website visitors, social media followers, newsletter subscribers, and our Meetup community members. In total, we speak directly to over **283,000** community members, and reach over **5 million readers each year.**

Our audience grows

Readership

Chart values:

Quarter	Readership	Pagaviews
2022 Q1	80 000	215 000
2022 Q2	110 000	282 000
2022 Q3	157 000	403 000
2022 Q4	776 000	1 807 000

Y-axis: 0, 500 000, 1 000 000, 1 500 000, 2 000 000
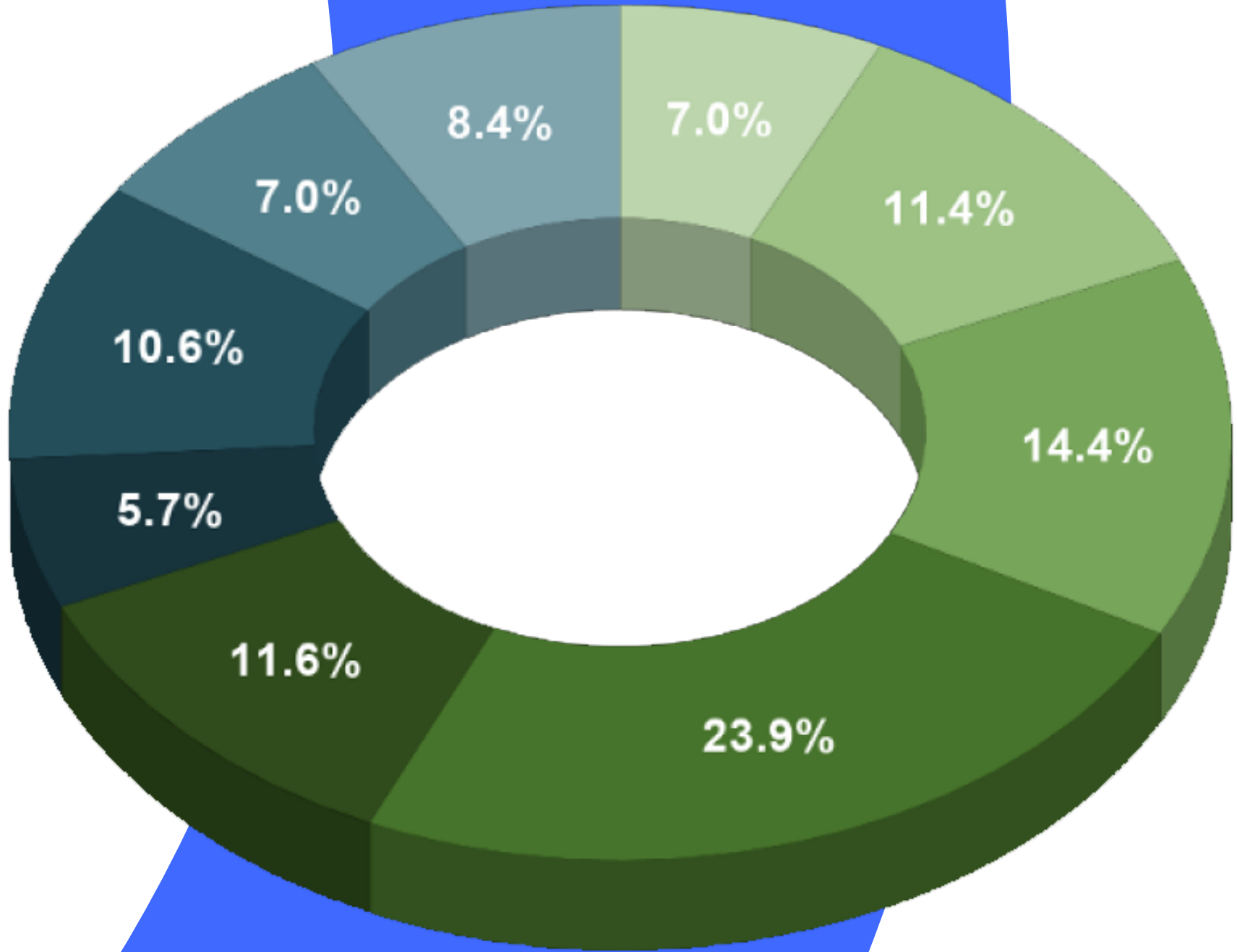
Legend: ■ Readership   ■ Pagaviews

Dataconomy Stats

Researchers in the fields of big data, machine learning, AI, cloud technologies, IT and more

- Data scientists
- IT specialists
- Tech founders
- Developers
- C-level executives and corporate managers
- Students
- Entrepreneurs
- Industry HR and recruiters

Occupations

7.0%
11.4%
14.4%
23.9%
11.6%
5.7%
10.6%
7.0%
8.4%

- Founders
- Students
- IT Specialists
- Data Scientists
- Researchers
- Managers
- Developers
- Executives
- Other

Our Media Outreach

8 accounts
61,600+ followers

500,000+ website page views per month

50,100+ subscribers

Meetup communities in **50** cities worldwide, with **91,394+** members

5,690+ subscribers

Access to **283,000+** members

6,120+ subscribers

Geography

Regional visitors and community members across Dataconomy and Data Natives:

25% European countries

3% South American countries

37% North American countries

7% Rest of the world

28% Asian/Oceanic countries

Dataconomy maintains a strong presence in Europe, North America and Asia. Our influence is global, with a reach in more than 215 countries:

#1	USA	#6	CANADA
#2	INDIA	#7	GERMANY
#3	FRANCE	#8	PHILLIPPINES
#4	UK	#9	AUSTRALIA
#5	CHINA	#10	INDONESIA

Data Natives presence captures Germany and US followed by India and European countries like UK, Netherlands, France and more:

#1	GERMANY	#6	SWITZERLAND
#2	USA	#7	INDONESIA
#3	UNITED KINGDOM	#8	FRANCE
#4	CHINA	#9	NETHERLANDS
#5	INDIA	#10	CANADA

Newsletter Audience

Our audience grows consistently as we ore adding new audience year on year to the readership, our newsletters are one of the key communication channels for our community thot includes information on the latest trends in technology and data science, announcements, project alerts and events

Dataconomy
newsletter audience
12,340+ subscribers

Data Natives
newsletter audience
10,460+ subscribers

Top locations:

Top locations:

1. USA

1. GERMANY

2. UK

2. USA

3. INDIA

3. FRANCE

4. NETHERLANDS
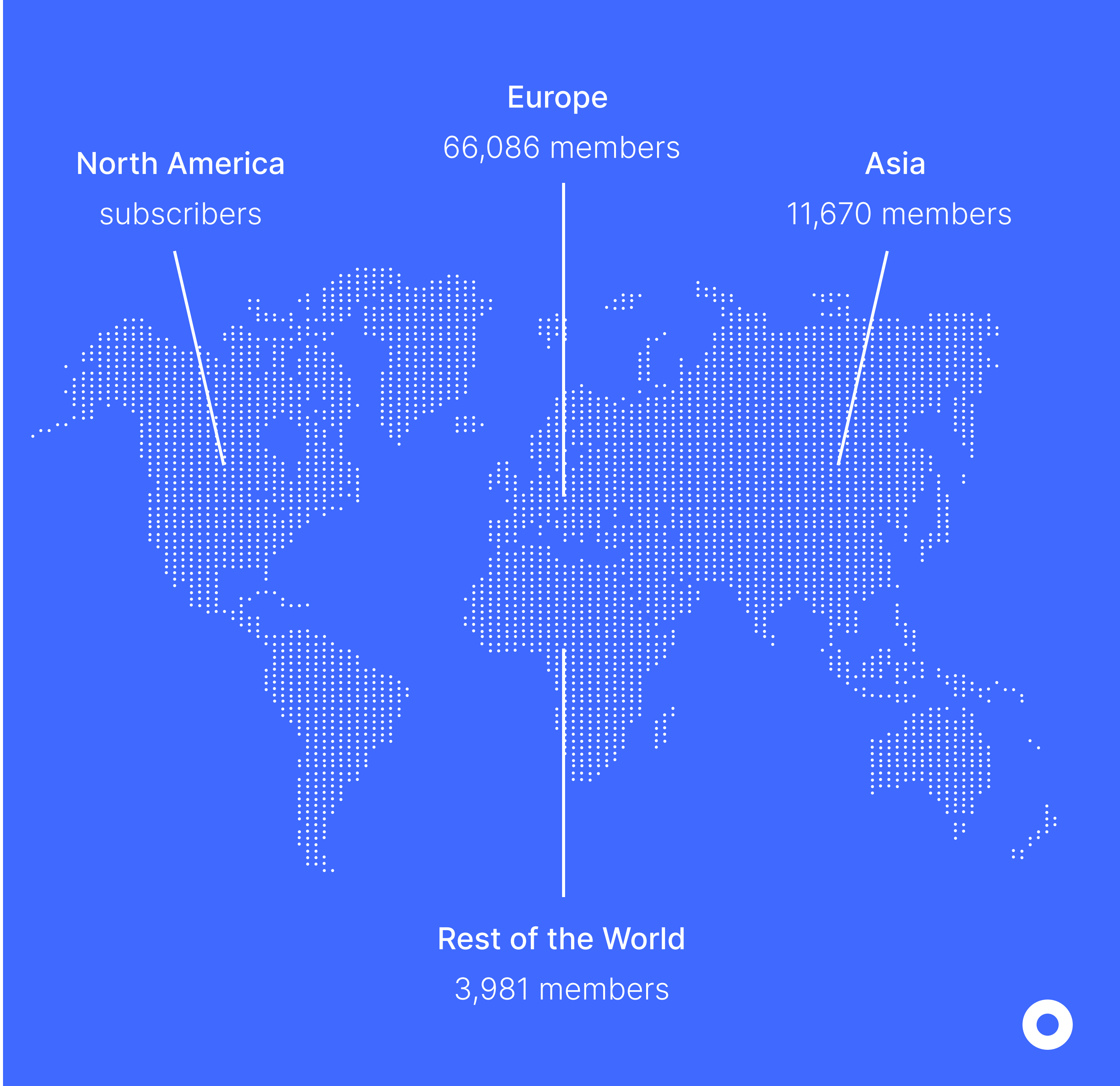
4. NETHERLANDS

5. GERMANY

5. GREECE

Meetup Community

Dataconomy is Europe's biggest community of data scientists, entrepreneurs, researchers, and students.

We aspire to spark innovation across industries and throughout our vast network of data enthusiasts. We share cutting-edge research and thought-provoking content through our media platform, Dataconomy, our Data Natives events, our newsletters, our social media channels, and our virtual roadshows.

Of our 283,000+ member community, we are proud to run Meetup events and share important messages to over 91,394 Meetup attendees in more than 50 cities worldwide.

North America
subscribers

Europe
66,086 members

Asia
11,670 members

Rest of the World
3,981 members

White Papers

White papers ore a powerful tool to position your company as a thought leader, present educational research, spread the message of your products and services, and generate leads. Our white paper hosting not only shares your content with our direct audience, but also with a leading research partner, extending reach.

Dataconomy Media has provided over 15 companies with exposure for their white papers, including dataiku, SelectHub, IBM, Polypoly, D3M Labs, Explorium, Databricks, and more.

Need to create a white paper? Our knowledgeable writers will work with you to research, create, and publish stunning white paper content.
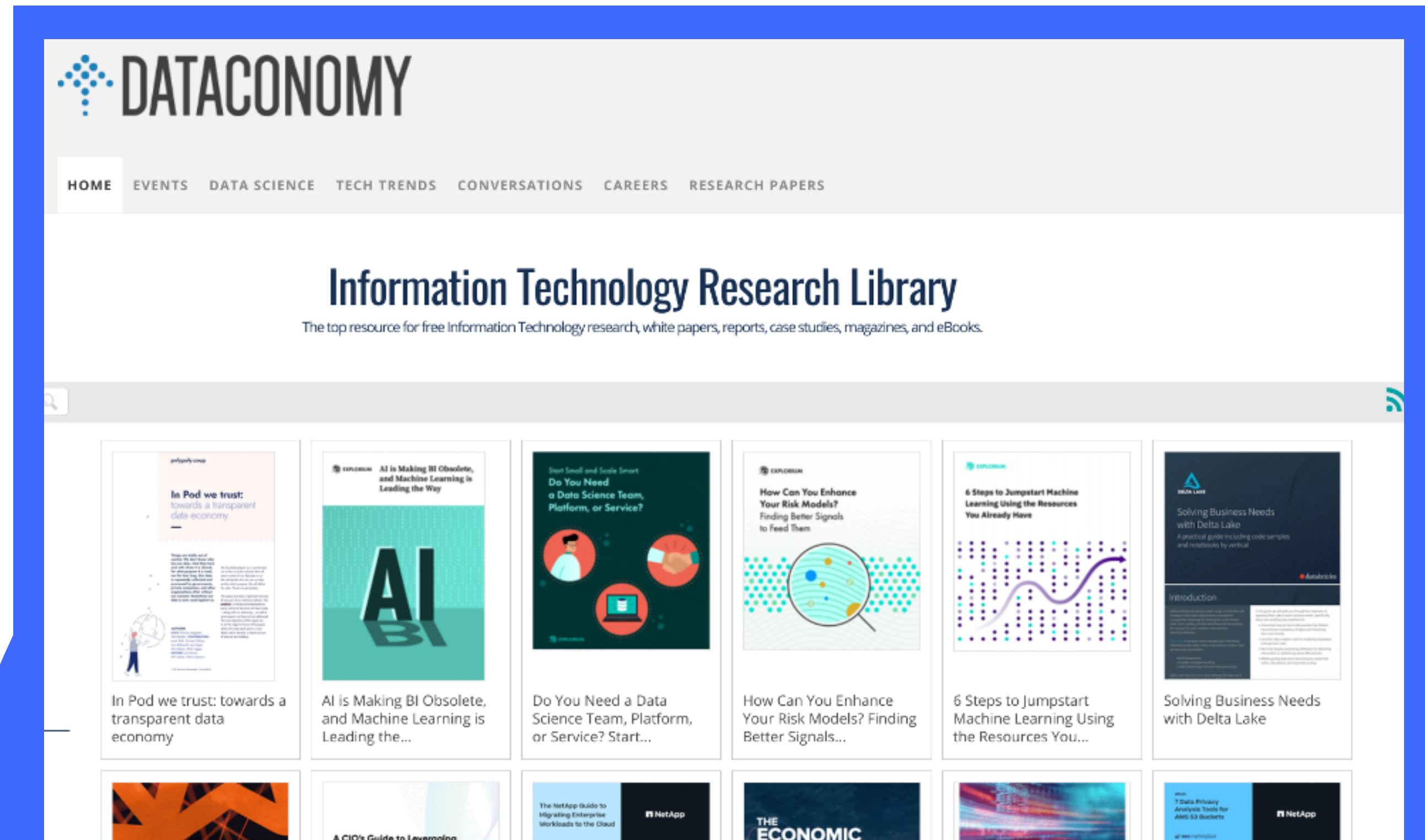
Content Partnership

The easiest way to begin a campaign is to submit guest content.

We guide you in crafting content that genuinely resonates with our audience, driving reach and engagement in a way that typical "sponsored content" cannot match.

From there, we will continue to push out your message through our social media channels, where data enthusiasts can freely share it.

The largest media portal focused on data-driven technologies

Access to a pool of 283,000+ data scientists

Access to Data Natives, Europe's biggest Data Science Community and our exclusive events network

Offers

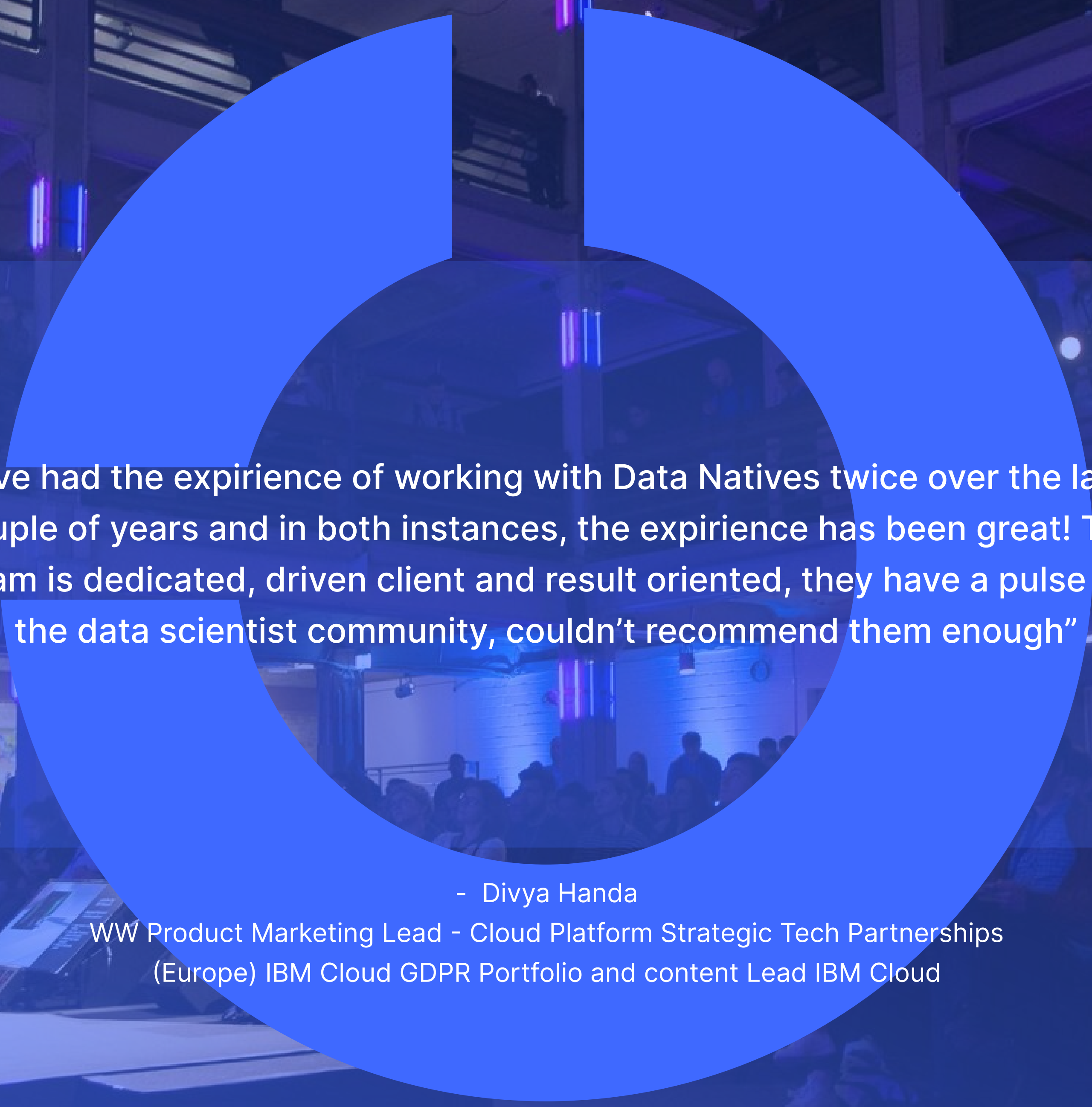Branding your logo online and offline

Digital Marketing through websites and events

Speaking slots and exhibitions

Promotions on social media and in newsletters

"I've had the expirience of working with Data Natives twice over the last couple of years and in both instances, the expirience has been great! The team is dedicated, driven client and result oriented, they have a pulse on the data scientist community, couldn't recommend them enough"

- Divya Handa
WW Product Marketing Lead - Cloud Platform Strategic Tech Partnerships (Europe) IBM Cloud GDPR Portfolio and content Lead IBM Cloud

Some of our partners

Customer Stories IBM

825 data scientists, engineers, analysts reached through curated network outreach to Data Natives expert community

24.051 members of 7 Data Natives DACH region groups

29.829 newsletter recipients were reached through Data Natives and Dataconomy Media newsletter compaigns

105.038 number of data scientists reached in total

Use case: SAP roundtable

We helped SAP generate over 130 high quality leads among Chief Data Officers in the DACH region through an exclusive webinar: "What's next for the CDO Role?"

Major achievements:

80% attendance rate   **300+** event registrations

130+ high quality C-level leads   **6 expert speakers** from Lufthansa Industry Solutions, HelloFresh, idealo, Google

How we did it:

— Research and definition of the event topic that would attract our target audience

— Speaker recruitment through Data Natives network

— Social media promotion

— Outreach to Data Natives community via native channels

— Editorial piece on Dataconomy

— Tech setup & implementation on the day

— Post-event communication with the attendees

SAP x Data Natives: CDO Club

What's next for the CDO role?

July 13th, 2021
6:00 pm - 8:00 pm CET ONLINE

Claud Holzknecht / SAP

Mina Saidze / idealo

Susan Wegner / Lufthansa Industry Solutions

Clemence W. Chee / Hellofresh

"Thanks a lot for hosting the session - it was very insightful and I think it is also an area where we can learn!"

"It's been a pleasure to listen to great experts and their insights about leveraging data and analytics"

"Key takeaway - CDO is not a role, it's a cultural organization intrapreneur, enabler for data maturity…"

Attendees impressions

EU vs Virus

Supporting the 3-days long Online Hackathon by the EU Commission:

— **21.000+** data scientists, developers, project managers, designers, healthcare experts and psychologists from the EU, the United States, United Kingdom, Switzerland, Israel, Turkey, and India

— **2150+** project ideas

— **2400** mentors, **800** partner, **380** volunteers

Within 4 days Data Natives achieved:

— **1400+** clicks on #EUvsVirus registrations through our channels

— **7000+** people reached via our social media channels

— **30.000+** people reached via our newsletters

— **70.000+** people reached via our event pages

— **11.500+** views on Live cross-stream #EUvsVirus via our Facebook

Hackcorona

Identifying the main pain points in the current health crisis situation, Data Natives has activated its 78000+ community to solve key needs of public institutions, organizations, companies and governments during the COVID-19 outbreak.

— **4.166** enthusiasts on slack

— **864** active participants

— **105** teams

— **128** experts & mentors

— **1.956,8** Million Social Media impressions

— **60.000 +** live stream impressions

— Close cooperation with the Digital Ministry of the Greek Government, Charite

"What a fantastic event with incredible outcomes! ... We at MotionLab.Berlin absolutely loved the motivation and enthusiasm. Your energy was felt and we could not be prouder to have been part of such a positive and community building initiative. Thank you DataNatives and all those involved for making this happen."
Tayla Sheldrake, Operational Project Leader at MotionLab.Berlin

Pricing & Packages: In-Depth Guest Content

In-depth guest content on Dataconomy/data Natives with editorial guidance

Package price:	Adhoc price:
€6,650	€9,500

— One dedicated article on Dataconomy

— Get featured loud and clear in our newsletter

— One week of regular social media posts on our Linkedin, Twitter, and Facebook channels

— Your content as the banner article on our website for one week

— Mention of your company in the article and newsletters.

— Dedicated newsletter blast

Pricing & Packages: Live educational events and courses

Live educational events & courses

Package price: €20,650	Adhoc price: €28,875

- A series of 4 webinars dedicated to specific topic
- Regular social media promotion
- Inclusion in our weekly newsletter

Pricing & Packages: Announcements

Press release or native announcement content with editorial guidance with additional promotion

Package price:	Adhoc price:
€2,090	€2,975

— One article included on Dataconomy with a link to your website

— Content featured in our weekly newsletter, above the fold and as the lead piece for the week

Pricing & Packages: Event Management

Online and offline event, roadshow, and hackathon management, including speaker recruitment, content, production, and logistics

Price on application

As producers of Europe's biggest data science and AI event, Data Natives, the Dataconomy team is ready to help bring your event to life.

Full services event management, or we can work with your team to fill any gaps you may have

We will list your event on the Dataconomy website, and promote it to our audience, community, and social channels

Pricing & Packages: Our Full Range

1x Dataconomy or Data Natives Newsletter inclusion (above the fold)	€1,875	1x Event listing in our community events calendar on Dataconomy	€350
1x "Newsletter takeover" - a dedicated newsletter, exclusive to your content	€4,000	1x PR distribution to our extensive media network	€800
1x sponsored article (native advertising) on Dataconomy	€1,100	1x week featuring your sponsored article in the header banner on Dataconomy	€1,650
1x post on all social media channels (Twitter, Facebook, LinkedIn)	€200	1x white paper writing: research, authoring, publication	€4,000
1x week of regular social media posts (Twitter, Facebook, LinkedIn)	€875	1x white paper hosting and promotion (your white papers, or those authored for you by us). Free to publish, charged on a cost-per-lead basis	€35 CPL
Meetup community messages Message only (no links, calls to action) Your choice of one or more cities (segments of cities not allowed)	€0.20 per member	1x webinar/virtual roadshow, including lead generation for up to 100 participants	€5,000
Meetup community messages Message with CTA, registrations sent to you for follow-up. Your choice of one or more cities (segments of cities not allowed)	€0.20 per member plus €1.50 per registrant		

DATACONOMY

Get in touch:
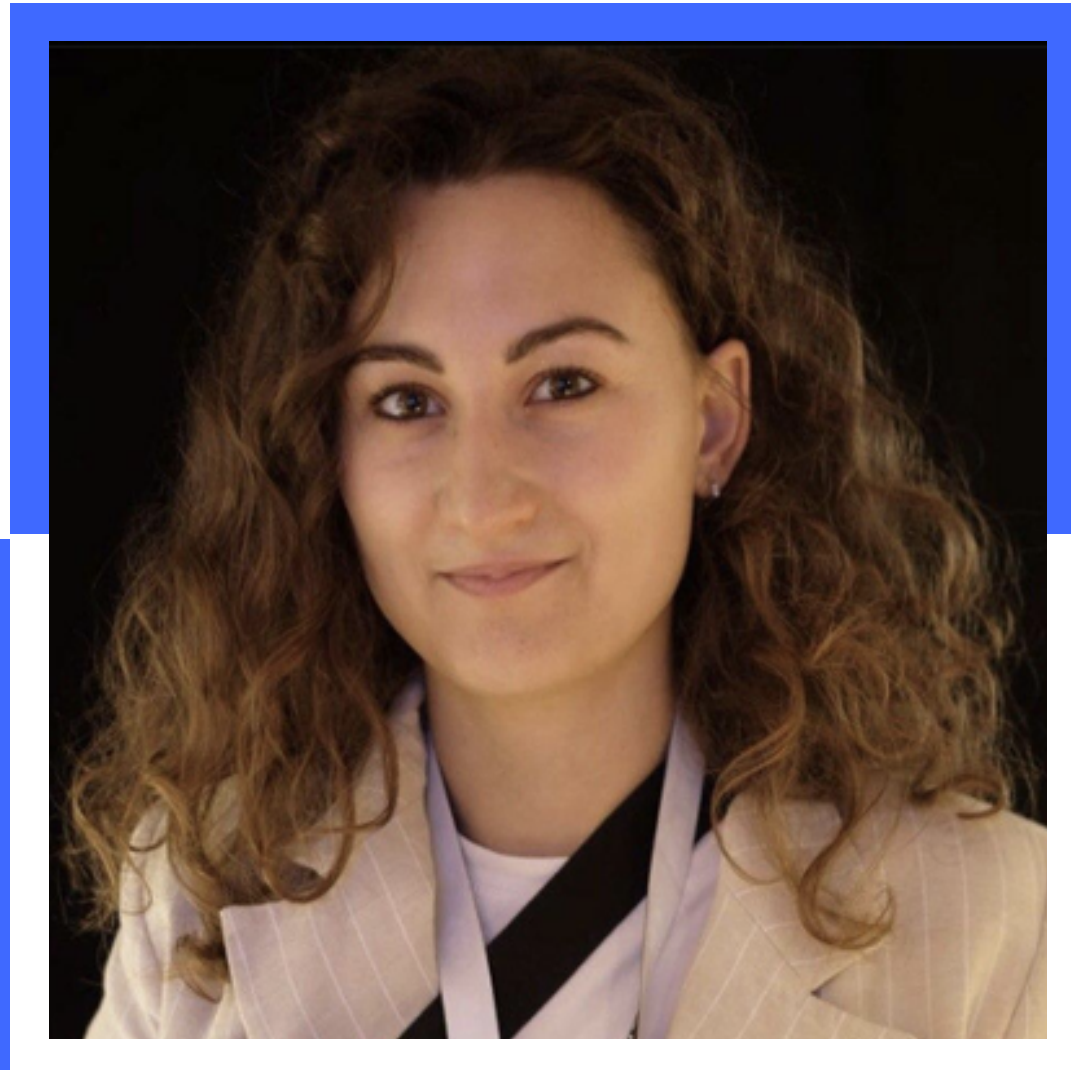
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